



In mid June we sent out the following questions to NMDA Distributor members. We had an 85% return rate on our survey NDMA Distributor Membership.

### 2011 State of the Industry Results

1. Was your company's total sales volume of marine accessories up or down in 2011 compared to 2010?  
 Up **43%**                      Down **39%**                      Same **18%**
2. Do you expect your company's marine accessory sales for 2012 to be up or down in comparison to 2011?  
 Up **78%**                      Down                      Same **22%**
3. Because of your sales projections for 2012, do you expect to maintain an inventory that is larger or smaller than in 2011?  
 Larger **35%**                      Smaller **4%**                      Same **61%**
4. Were collections on your sales in 2011 faster or slower than in 2010?  
 Faster **35%**                      Slower **22%**                      Same **43%**
5. The number of dealers you service in 2011 is up, down or the same in comparison to 2010?  
 Up **30%**                      Down **40%**                      Same **30%**
6. The average size order by your dealers in 2011 is up, down or the same in comparison to 2010?  
 Up **26%**                      Down **48%**                      Same **26%**
7. The number of dealers who declared bankruptcy and/or simply closed their doors in 2011 in comparison to 2010?  
 Up **22%**                      Down **30%**                      Same **48%**
8. Does your company have a
 

Facebook page	<b>18%</b> yes	<b>73%</b> no	<b>9%</b> plan to
Twitter account	<b>23%</b> yes	<b>64%</b> no	<b>13%</b> plan to
Blog	<b>5%</b> yes	<b>86%</b> no	<b>9%</b> plan to